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WAR FOOD ADMINISTRATION
OFFICE OF DISTRIBUTION
Washington 25, D. C.

February 1944

SOYA PRODUCTS

List of Materials Used in Educational Program

This is a report on some of the activities in connection with the soya products expansion program of the Office of Distribution. It shows that much has been done by the Government to bring soya products to the attention of the public.

In reporting the activities separately for the various informational media, it has been impossible to show the combined timing. This is important, however, and the following points may well be emphasized:

1. Informational materials were held off almost entirely until the expansion program was under way. The few issued materials were carefully worded to designate soya as a coming food not yet available.
2. Releases of the late spring and early summer of 1943 were limited in quantity and were concerned chiefly with production and the products that would be available within a few months.
3. Later the releases increased in quantity and definitely shifted in message to the current availability, on many grocers' shelves, of the variety of foods containing soya, and to information about the utilization of straight soya products.
4. Such information has been made available simultaneously for the consumer who listens for food tips, to the homemaker who reads the food news, as well as to the housewife who both listens and reads.
5. The time may be coming soon when soya products will have lost their initial news value as far as broadcasters and editors are concerned. Then even more effort will be essential to put the products across- more educational advertising by industry, more exhibits and visual displays for groups starting to use the products, and more specific suggestions and recommendations for educational work at the community level.

R-369

Coast-to-Coast Broadcasts

Date
1943

Type of Show

Program Network Est. time - Soya

June 16	National Farm and Home feature Secretary Wickard	Blue 130	1/2 min.	Farmers and Homemakers, 50% rural Daily - 12:30 EWT
Aug. 19	National Farm and Home feature Roy F. Hendrickson	Blue	4 min.	6 days a week.
Aug. 26	Your Home Front Reporter "Soybeans On the Way" (Owens-Illinois Glass Co.)	CBS	4 min.	Variety show feature home front news; 4-4:25 EWT, Monday through Friday
Sept. 18	Country Journal feature Don Payne	CBS	5 min.	Farm Show - giving home news
Sept. 25	"This is Official" Blue		1/2 min.	Consumer Question-Answer
Oct. 21	National Farm and Home "Soya Products" feature Ruth Van Deman and Don Payne	Blue 130	5 min.	Farmers and Homemakers, 50% rural 6 days week 12:30 to 1:00 EWT
Oct. 30	"This is Official" Soya Available - Marvin Sandstrom	Blue	1/4 min.	Home front consumers - Sunday early p.m.
Nov. 13	"Fashions In' Rations with Billie Burke" feature Don Payne	CBS 118	25 min.	Homemakers - Saturdays 11:30 - 12
Nov. 20	Consumer Time "Soya Products - The Real News in the Food World."	NBC 66	14 min.	Consumers, Saturdays 12:15 - 12:30
				Note: Listening audience of Farm and Home Hour show estimated at 10,000,000. Difficult to get estimates of listeners, but not under 4,000,000 for network show. Conservatively, network shows on soya have been heard by 54,000,000.

Radio ServiceName
Type of ServiceDate
1945May 11 "Victory Starts At Home"
--Soya Products
Women's program. Broadcast WINX, Washington. Radio-work sheet for all Regional FDA Directors.August 13 "Farm Fare"
(Soybeans-Food for Fighters)
15 min.
script
3 min.August 14 "Radio Round-Up"
"Food Most Likely to Succeed"
15 min.
script
3 min. $\frac{1}{3}$ page
(single sp.)August 20 "Federal Food Reporter"
"Soybeans"
1 pageAugust 21 Radio Round-Up
"Soybeans...A Bargain in Protein Value"
6 min.September 23 WGN Chicago Transcription
"Soya Products Story"
Don Payne
6 min.September 25 Radio Round-Up
"Soya Recipes On Way"
Wire
UP/Service to radio stations
"Girl Meets Soy"
1 $\frac{1}{3}$ pagesSeptember 28 International News Service
Farm Fare
"Soya on Your Shopping List"
1 pageOctober 16 Radio Round-Up
"Just off the Press-Soya Products Recipes"
1 $\frac{1}{3}$ page
(single sp.)

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<u>Date</u>	<u>Name</u>	<u>Type of Service</u>	<u>Length</u>
1943			
October 20	WFK, Cleveland "Pots and Pans Program" Eleanor Hanson - Betty Leaming	Local homemaker show with large following for many years.	6 min.
October 29	Farm Fare "The Soya Crop Comes Home"	International News Service Radio News Service	1 1/3 min.
November 3	Homemakers Chat	USDA daily script to service for women's program goes to about 400 stations.	3 pages
November 10	Meyer - Both "Soya Products"	Story provided in mat form to rural and small town dailies and weeklies.	
November 17	Home Service Daily Julia Lee Wright "Soya Products" Don Payne	Local homemakers show. Scripts copied for regional distribution.	8 min.

(4)

Note: It is estimated that through these combined services, soya has been brought to the attention of the Nation's 900 radio stations over and over again. It is impossible to estimate the actual time on the air that has been given to the soya message.

FDA Radio Activity on Soya Products - 1943

1. May 11- Victory Starts At Home - WINX - 12:15 to 12:30 p.m.
In which Don Payne stressed the progress being made toward distribution of soya products and the necessity for home-maker patience for a few more months.
2. June 16- National Farm and Home Hour - Blue Network - 12:30 p.m.
Secretary of Agriculture, Claude R. Wickard, "Research Projects Closely Related to War Needs." In which Secretary Wickard described some of the Beltsville research work including that of the Bureau of Human Nutrition and Home Economics soya products testing project. Almost one-half of a 3-page script was devoted to the soya work. He said that "soybean products and other vegetable protein products are going to grow rapidly in importance as a part of the national diet and must be relied upon increasingly to supply our protein needs."
3. August 13- International News Service - Radio News Script - Farm Fare "Soybeans--Food For Fighters" - Stressed the importance of the huge soybean crop in making protein-rich foods and the supplies of soya products that will be available this year for the consumption of civilians as well as others.

This wire service goes to all subscribing stations and potentially covers approximately 500 stations.

4. August 14- Radio Round-Up on Food
 "Most Likely to Succeed" - Which gives soya products an A-1 rating in supply (2 months hence) and in its power to protein-fortify other foods.
- This is a service sheet sent regularly to directors of women's programs mailed to 565 radio stations. It reaches leaders such as Mary Margaret McBride, Mary Mason, Adelaide Hawley, Elizabeth Hart, Beulah Karney, Harriet Joan Berry, June Baker, Eleanor Hanson, as well as many others. It is held for the exclusive use of these directors for 2 days, then 200 additional copies are mailed to women's press editors, home demonstration agents, public utility home economists, etc.
5. August 20- The National Farm and Home Hour
 "Soybeans--Here is A Food" - Roy F. Hendrickson, Mr. Hendrickson stressed the importance of soybean production, the protein of soya products, their relative availability now compared with a few years past, and the relative cost of their protein compared with that of some of the longer-established protein foods.
- See note on Broadcast No. 2.
6. August 20- Federal Food Reporter
 "Soybeans" - Stressed the importance of soya in overseas food shipments, the increased quantity of the products to be available domestically this year, and the importance of their protein.
- The Federal Food Reporter sheet is sent regularly to all of FDA's Fruit and Vegetable news men. The sheet is beamed for the housewife and hence for use by women's program directors.
7. August 21- Radio Round-up On Food
 "Soybeans....A Bargain In Protein Value" - Stressed the importance of the recipe development work on soya being done in kitchens of industrial plants, women's magazines, and Government laboratories--the importance because of the good buys in protein that will be available to homemakers when soya products are more readily available.
- See note on Broadcast No. 4.

8. August 24- Your Home Front Reporter - CBS Network - 4 to 4:25 p.m.
"Soybeans On the Way" - Stressing the development of the soya products and their advantages as threefold: Excellent nutritive qualities; the favorable characteristics they add to many items of food; and the fact that they tend to reduce the price of many products. Also telling of many of the foods that may be protein fortified with soya.
9. September 18- Your Home Front Reporter (sponsor- Owens-Illinois Glass Co.) A consumer show carried on 118 CBS stations 5 times weekly. Don Prior is featured as the consumer reporter. Program includes along with the consumer report entertainment by various stage, screen, and radio stars. (On October 25 this show changed to "Home Front Matinee" - same sponsor and same number of stations.)
9. September 18- Country Journal - CBS Network
Featuring Don Payne and C. Worcester. In which Payne discussed the quantity, quality, and cost of soya protein, stated that the products have started to come into the stores and asked folks to have patience in the areas where distribution has not yet been accomplished.
10. September 23- The Dinner Bell Program - WLS Chicago
"The Soybean Story". In which, in a question-answer broadcast, Don Payne pointed out the qualities of soya products and emphasized the major contribution soybean growers are making in war feeding, and the increased protein of soybean crops that may go for human food after the war.
11. September 23- Transcription for September 24 WGN Chicago Use.
"Soya Products Story." In which Don Payne again emphasized the quantity, quality, and cost of soya protein and the gain in availability of soya products.

See note on Broadcast No. 10.

12. September 25- This Is Official - Blue Network - Sunday afternoon program - Answering the question "When will soybean flour be available to the public" asked by Cecile Kemp of Pocatello, Idaho. Pointing out that it takes time to get national distribution on a new food product, that it is available in some places and that it is definitely coming for the rest.

This Is Official is a coast-to-coast program to give civilians answers to all sorts of problems that arise because of wartime. Questions on food and food supplies are frequently included.

13. September 25- Radio Round-Up On Food

"Soya Recipes On The Way". Announcing availability within a few days of the new folder, "Cooking with Soya Flour and Grits" of the Bureau of Human Nutrition and Home Economics and quoting Don Payne on the benefits which homemakers will gain from the use of soya products.

See note on Broadcast No. 4.

14. September 25- Vitamins for Victory-UP Radio Wire Show

"Girl Meets Soy" - Pointing out the increasing availability of soya products--that girl will probably meet soy wherever she goes--and the nutritional qualities she will find in the products.

Script reaches 500 stations. Six 400-word scripts are sent by WEA each week, and this indicates that the service is an established one on which broadcasters depend for information.

15. September 28- International News Service - Farm Fare

"Soya On Your Shopping List" - Stressing that homemakers should keep watching for soya products to appear on their grocers' shelves, that they are to be found on many now as soya flour or soya grits, and in pancake, cereal, soup, etc. mixtures; that it is important to follow recipes when beginning to use soya flour or grits, and mentioning the folder, "Cooking With Soya Flour and Grits" for this purpose.

See note on Broadcast No. 3.

16. October 16- Radio Round-Up On Food
"Just Off the Press - Soya Products Recipes" - Pointing out that the folder "Cooking with Soya Flour and Grits" is ready for distribution and that copies will be furnished for radio distribution if desired. Also repeating availability and nutrition story concerning soya products.
- See note on Broadcast No. 4.
17. October 20- Pots and Pans Program (Eleanor Hanson) WHK Cleveland, Betty Leaming "The Soya Products Story"
Question and Answer Program bringing out the pertinent facts about availability, nutritional value, and ways to use soya products.
- See note on Broadcast No. 23.
18. October 21- The National Farm and Home Hour
"Soya Products" with Don Payne of Food Distribution Administration and Ruth Van Deman of the Bureau of Human Nutrition and Home Economics. The program stressed the excellent taste and nutritional value of several of the dishes prepared according to the recipes given in the new Government folder. The presence of these actual foods in the studio gave added stimulus to a lively conversational script.
- See note on Broadcast No. 2.
19. October 22- Vitamins for Victory Program (UP Radio Wire Show)
"Pancakes with Soya" - Stressing the availability of pancake flours containing soya and their good flavor and food value.
- See note on Broadcast No. 14.
20. October 29- International News Service - Farm Fare
"The Soya Crop Comes Home" - Stressing the importance of soybeans and their uses in domestic feeding and for other purposes and the contribution growers are making.
- See note under Broadcast No. 3.

21. October 30- Federal Food Reporter
 "Overtime for the Soya Family"
 Re-emphasizing the job soya is now doing for wartime feeding and pointing out many of the facts about soya as given in AWI folder No. 73, "Cooking with Soya Flour and Grits."
 See note on Broadcast No. 6.
22. October 30- This Is Official
"Soya Availability" - (Marvin Sandstrom)
 See note on Broadcast No. 6.
23. November 3- Homemakers Chat
 "Adventures of Tom Soya" - Describing present travels of soya for use in foreign foods, describing its availability and uses here and offering the new folder, "Cooking with Soya Flour and Grits."
Homemakers Chats are a regular service of the Department of Agriculture, established for many years. A script, 3 pages in length, is sent for each day, Monday through Saturday, of each week throughout the year. These scripts are used extensively by extension editors and home demonstration agents either as written or as background material for local writing. They are designed for radio use, but in reality are used not only for radio work but also for press and various home economics fliers and publications.
24. November 10- Meyer-Both
 "Soya Products" (story not finished)
Meyer-Both is a syndicated mat and story service used by many newspapers and by large and small advertisers.
25. November 13- Fashions In Rations - CBS Network, 118 stations - 11:30-12.
 Regularly featuring Miss Billie Burke. Entire show was built around soybeans and soya products and 3 minutes of show was devoted to Don Payne as Government's authority on the subject. Script not yet available. Show is sponsored by Servel, Inc.

Show is beamed at the housewife, originates in Hollywood, with pick-ups in Washington and other places when necessary. Billie Burke is featured as the housewife who has to be told. The show with its continuous humorous chatter is thought to hold audiences which the purely educational show cannot reach.

26. November 17- Home Service Daily (Pepco) - WTOP 9:15-9:30.
Featuring Don Payne as Government's authority on Soya Products. Up-to-the-minute information on soya products--their quality and availability was stressed. Script not yet available.

See note on Broadcast No. 1.

27. November 20- Consumer Time - Top NBC stations - 12:15-12:30 p.m.
"Soya Products--the real news in the food world" featuring Don Payne. Script not yet available--but is one of terse conversation, bringing out the salient points about soya products. It is a regular program with a 10-year history.

Consumer Time is a dramatized story and discussion combined with expert advice of a guest authority. Covers subjects such as the latest facts on conservation, nutrition, rationing, the wise purchase and use of food, clothing and household equipment, together with practical tips on wartime living. Written, cast, and produced by FDA. It is of interest that response to this program, coming from all States and Alaska, is signed by "Mrs.'s" in 92 percent of all cases, and that 2 percent comes from men. Most of the male response comes from men with restaurant interests, as does some of that from the women.

The program is now re-broadcast by transcription at 2:00 a.m. for the benefit of Pacific Coast swingshift workers. It is also of interest that at one time this program was dropped from broadcast in the Detroit area and forced back by Detroit consumers.

28. December 28- Radio Round Up - "The Soya Situation"-an appeal to broadcasters to help get better distribution of soya products by aiding in building consumer demand. Story reviews the nutritive qualities of soya, the supply and distribution status.

See note on Broadcast No. 4.

29. December 20- Homemaker's Chat - "Food Gifts for Christmas" - suggesting among other things soya bread, soya grits, soya flour, pancake mixes with soya, soya noodles or spaghetti, dried soybeans, canned green soybeans, salted soys, and soya crackers.

See note on Broadcast No. 23.

30. December 29- U.P. Radio Wire Show Wartime Eating - "Soya, Food of the years." Telling how to use it in making biscuits and sandwich spreads, and that it is used in numerous food combinations in the home and by food companies.

See note on Broadcast No. 14.

31. December 30- Homemaker's Chat - "Question Box" - "Soya in Puddings?" was one of the four questions answered. Telling of the food fortifying value of soya, mentioning particularly cranberry pudding. Also gingerbread.

See note on Broadcast No. 23.

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32. January 6- Homemaker's Chat - "Question Box" - "How Make Soya Scrapple?" one of three questions answered in script, giving full directions for the making of soya scrapple.

See note on Broadcast No. 23.

33. January 13- Homemaker's Chat - "Question Box" - Answers to questions:
1. "Why try soya products?"
2. "Full-fat or low-fat soya flour?"
3. "Does Soya flour change the flavor of foods?"
4. "Dishes using soya products?"

See note on Broadcast No. 23.

Magazine - Publication Activity

FDA Activity with -

A. Women's Magazine Editors

1. In the summer of 1942, letters (Marketing Reports Division) were sent to all leading editors telling them that soya products for domestic use were definitely in the offing, and that it would probably be wise to start to develop recipes using soya, also stressing that no publicity was in order as yet.

2. Numerous mentions in confidential service letter (Marketing Reports Division) sent regularly to list in order to keep editors (covering a 69,000,000 circulation) posted on all food and home news:

1943

- a. February 3 - Short mention telling difference between beans and soya products and why practically no soya products available now, giving figures of production.
- b. April 8 - Progress report of production.
- c. April 3 - Telling editors of the approaching retail packaging program.
- d. May 21 - Giving additions to manufacturer's list.
- e. July 8 - "Soya Marches On" - telling that test city distribution was under way.
- f. June 7 - Soya mentioned in protein summary.

3. Similar announcements (not so far in advance) in "News Letter" sent to a list including more magazines, editors of industry papers, etc.

B. Consumers' Guide

C. Marketing Activities, a monthly publication with mailing list including a variety of individuals and organizations but mainly trade papers. December 1942 issue included article (Jim Roe) telling of the importance of soya in foreign feeding and of forthcoming domestic importance.

D. Food Trade Letter - Nov. 8, 1943 - "Soya Foods On The Grocery Shelf" A trade letter with up-to-the-minute food news mailed at irregular intervals but usually about twice a month to National and State Retail grocers, wholesalers, restaurant operators, producers, manufacturers, flour millers, food editors, and editors of food journals. Distribution 4,000 to 5,000 copies.

E. Journal of American Dietetics Association, December 1943.
Soya Products, Their Availability-Nutritional Value and Utilization -
Betty G. Leaming

F. Numerous Contacts with Individuals Writing Directly for Magazines

Collier's (Phil Purdue)	Saturday Evening Post
Life	Look
Readers' Digest	McCalls
Better Homes and Gardens	Servel News Letter
Science Service	Northwestern Miller
Farm Journal and Farmer's Wife	Food Industries

G. Journal of Home Economics - March 1944.
"Soya Products Distribution" - By Betty G. Leaming

H. Journal of Marketing

"Developing the Consumer Market for Soya Flour and Grits"
 "Survey Shows Progress in Retail Distribution of Soya in December 1943."

OWI Releases (Supplementary)

September 18, 1943 - Fortnightly Budget

A 10-page Digest for Wartime Editors of Women's pages. One of the 10 pages "Advises on Uses of Soya" - giving a short resume of current soya situation and reviewing "Cooking with Soya Flour and Grits."

December 25, 1943 - Fortnightly Budget

Giving two of 10 pages to soya: (1) on the new "Get Acquainted with Soya Flour and Grits" posters, (2) giving recipes, including soya flour and grits.

For February and March 1944 Publication - Magazine War Guide

A monthly summary of war information suitable for use in magazines - sent to magazine editors. One-half page devoted to "Soya Situation."

Press Releases On Soya Products

1. "Soya Production Capacity Increasing"
--For release Wednesday, April 21, 1943.

Announcing the expected increase in production capacity to 1 1/2 billion pounds by December, and the intended uses of the increased supply of the high-quality protein food.

Distribution of copies - approximately 1,150.

2. "Purchases of Soya Products Increased"
--For release Wednesday morning papers, May 5, 1943.

Giving soya products the lead on full tabular report on Government food purchases in March. Emphasizing the soya expansion program launched in December 1942, now reflected in purchases, and that the 37 million pounds of soya flour and 41 million pounds of soya grits purchased within the month, represented more than one-third of all the purchases of soya flour and grits since food shipments to our allies started 2 years ago.

Distribution of copies - approximately 1,000.

3. "Soya Products Allocations Announced"
--For release Monday morning papers, August 9, 1943.

A 2 1/2-page story announcing that more than 12 times the quantity of soya products available last year has been allocated to strengthen U. S. wartime diets nutritionally this year - and telling of present and anticipated uses for these soya products.

Distribution of copies - approximately 1,000.

4. "Food and Home Notes" 1/
October 9, 1943.
"Flour and Grits But Not Beans"

Pointing out why soybeans for sprouts are not generally available and that the high-quality protein soya flour and grits are available and telling of the uses made of soya products in foreign shipments.

Distribution of copies - approximately 2,800.

5. "Food and Home Notes"

October 16, 1943

"New Recipes for New Foods: Soya Flour and Grits."

Announcing the folder "Cooking with Soya Flour and Grits" available to use with the brand new flour and grits milled from the versatile soybean and now appearing on grocery shelves.

6. Soybean Processors Committee Meets to Plan 1943 Program - March 10, 1943.

7. Crude Soybean Oil Available for Glycerine Production - July 2, 1943.

8. Four Edible Oils to be allocated on monthly basis - March 9, 1943.

9. Soybean Crop Provides Food and Feed.

10. "Food and Home Notes"*

December 4, 1943

Giving for the Recipe File - Christmas Pudding made with soya and cranberries.

*Food and Home Notes is not the usual press release listed in the first three items above. Food and Home Notes is a regular service designed to keep consumers posted on such subjects as food orders, food supplies, canning news. It is sent to Extension Directors and State leaders, home management and food and nutrition specialists, home demonstration agents, women's page editors, magazine editors, etc.

- Book: 1. "Advance In Protein Chemistry" (Academic Press, Inc.) Chapter on "Soybean Protein In Human Nutrition", by Donald S. Payne and L. S. Stuart
- Folder: *"Cooking With Soya Flour and Grits" - Bureau of Human Nutrition and Home Economics - AWI-73
- Posters: 4, depicting good practices of soya cookery - Bureau of Human Nutrition and Home Economics
*A chart statement telling about the posters, their price and how to order.
- Bulletin: *"School Lunch Recipes (pp. 13-19 recipes calling for soya products) Bureau of Human Nutrition and Home Economics. USDA-Misc. Publication No. 537
*'"Soybeans and Soybean Products As Food" by Marian Julia Brown, USDA Misc. Publication No. 534.
*'"Soybeans and Soya Products (mimeographed) (A copy of information collected from speeches at the meeting of Interdepartmental Nutrition Coordinating Committee Held Dec. 7, 1943.
*Mimeographed tabulation - "Soya Products Distribution December 1943"
- Maps *Four maps - photographs - "Extent of area of distribution, December 1943 of:
1. Soya flour and grits.
2. Pancake, waffle and muffin mixes.
3. Macaroni containing soya.
4. Bread containing soya.

Soya In Speeches Other Than Radio

1. * "Production Goals" - Claude R. Wickard, Chicago, January 1943.
2. * "Soya Flour In The Manufacture of Macaroni and Other Paste Goods" - Donald S. Payne. Presented June 25, 1943, Chicago, at the War Conference of the Macaroni, Spaghetti and Egg Noodle Industry.
3. * "Soya. . . Soon A Grocery Staple" - Donald S. Payne. Presented August 19, 1943, Chicago, at the meeting of National Food Distributors.
4. * "Food Has Gone to War" - Roy F. Hendrickson before Grinnell Institute of International Relations, Grinnell College, Grinnell, Iowa, June 18, 1943.
5. * "Food for Tomorrow" - Roy F. Hendrickson, before New York Herald Tribune Forum, Waldorf Astoria Hotel, New York City, November 17, 1943.